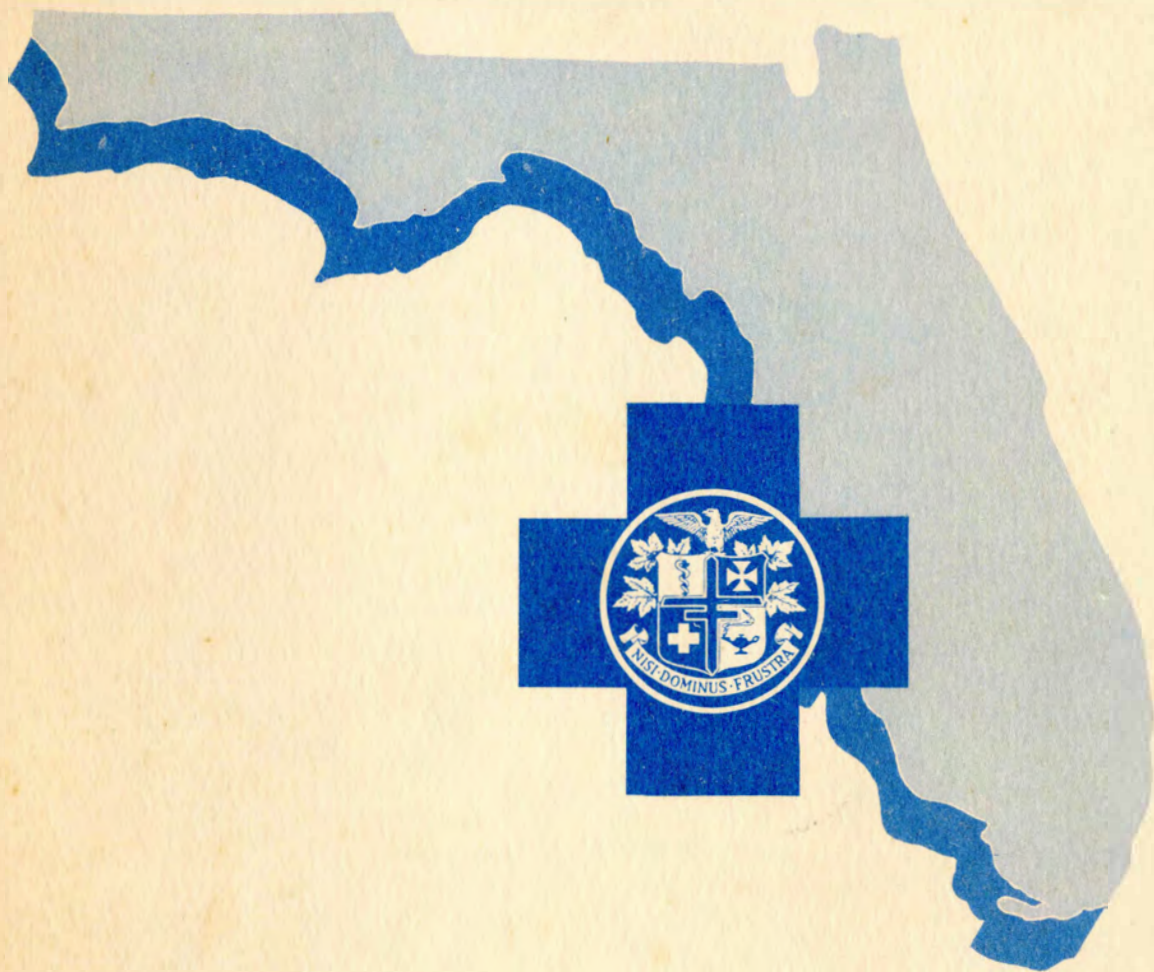


1944-54

10 YEARS OF PROGRESS



BLUE CROSS OF FLORIDA, INC.

A MESSAGE FROM THE PRESIDENT

TEN years ago this month the hospitals of Florida saw the fulfillment of their dream, a dream to give to the people of Florida a method for obtaining needed hospital care through a workable prepayment plan.

The committee appointed by the Florida Hospital Association to develop the best possible program for easing the burden of hospital bills saw the realization of their untiring efforts on July 15, 1944, when the first Blue Cross contract was issued in Florida. Since that day, Blue Cross of Florida has grown rapidly, rising from its humble beginning to its present stature as a non-profit organization sponsored by the hospitals of Florida.

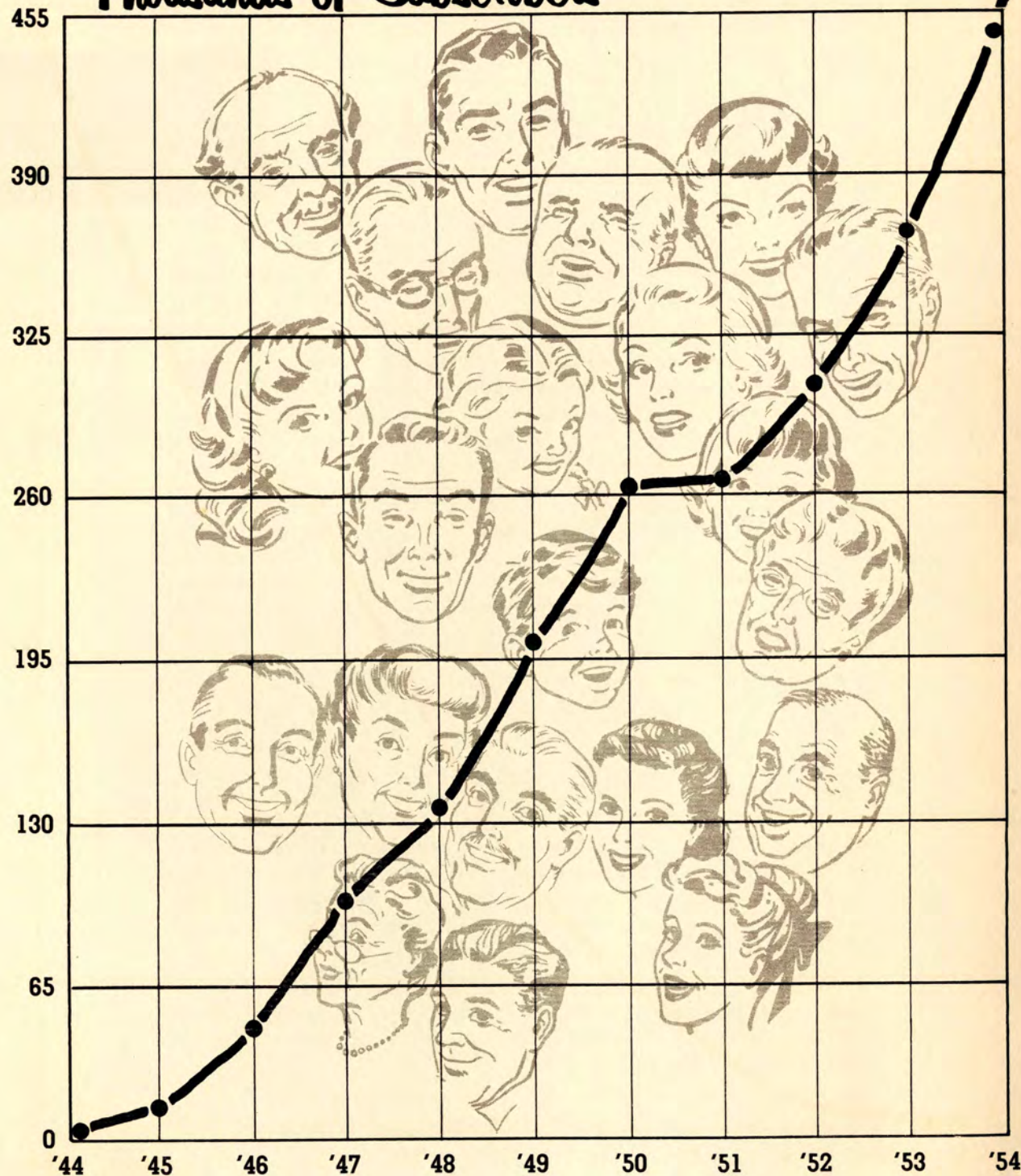
We are all aware of the progress hospitals have made in the past ten years in their endeavor to embrace the latest medical practices. It is encouraging to realize how Blue Cross, by increasing benefits, has kept pace with this changing picture. We, who are connected with the efforts of Blue Cross, are proud of this growth, and proud of the fact that despite the ever enlarging scope of services, administrative costs for the operation of the Plan have been held down to 8.5% of every dollar received from subscribers, one of the facts which contributes to Florida's high standing among the Blue Cross Plans covering the nation.

There are many statistics that could be cited to point up ten years of growth . . . enrollment of more than 450,000 persons . . . providing of more than \$19½ million in hospital benefits . . . individual coverage for people unable to join groups, etc., but the true history of the Blue Cross Plan is, for the most part, written in its case folders and in the thousands of letters it has received in ten years from its subscribers. They tell of hospital care that was paid for without destroying a family's hold on life and of speedy recoveries free of the weight of loans and financial worry.

As it observes this anniversary, Blue Cross of Florida is happy in the realization that it has been able to lift the terrible burden of hospital bills from so many residents of Florida. And in the final analysis, this is the very reason for its existence.

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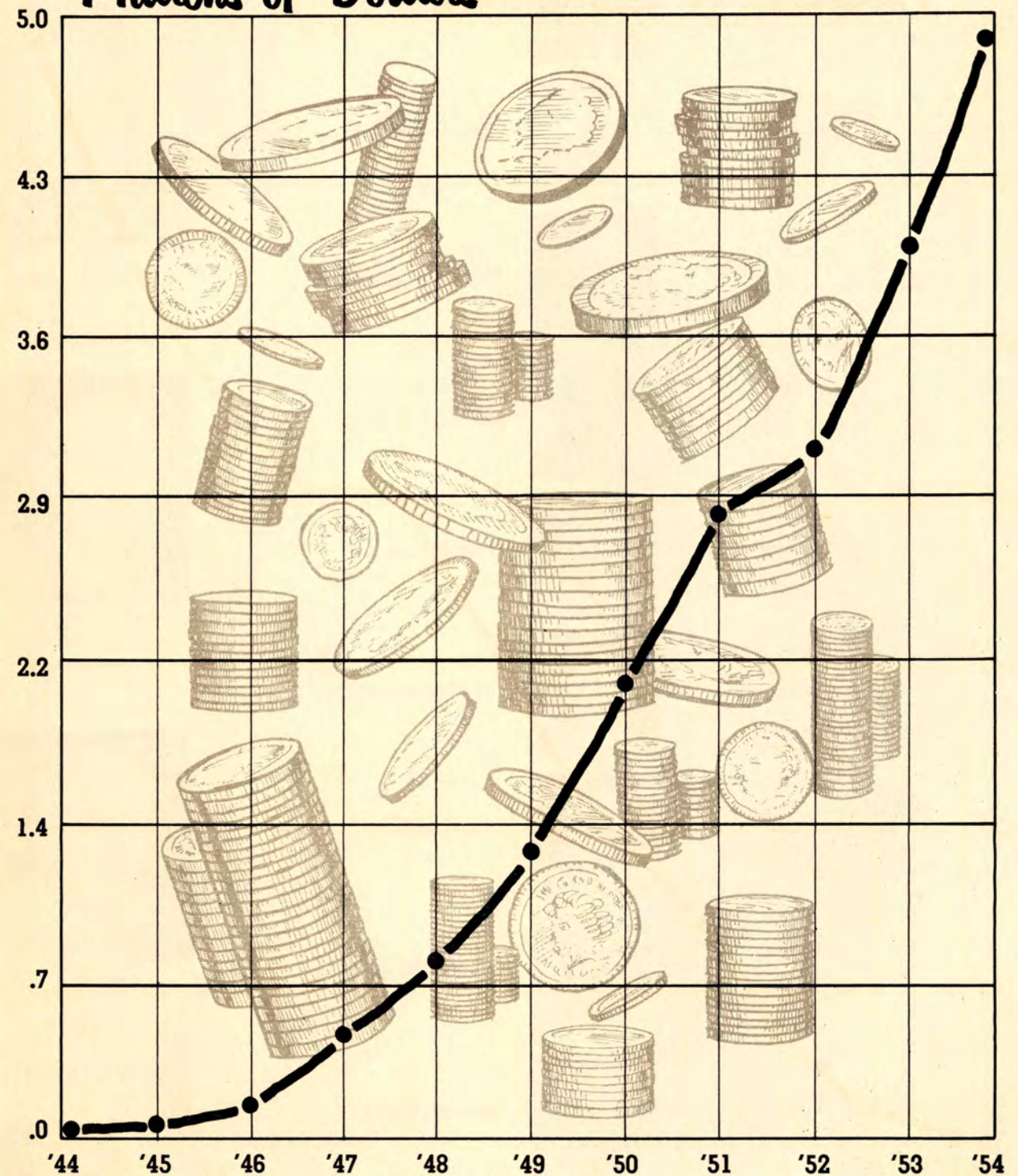
Thousands of Subscribers



Over 455,000 Subscribers

More than 455,000 Floridians have enrolled in Florida Blue Cross since 1944. In the year ending July 1, 1954, more subscribers were enrolled than in any other year in the history of the Plan.

Millions of Dollars



\$19,876,500 For Subscribers' Care

In the past ten years more than \$19½ million have been paid by Blue Cross of Florida, Inc., for the hospital care of its subscribers. Last year alone, a record \$5 million were paid to hospitals for the care of subscribers.

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Communication Workers'
of America, C. I. O.
Jacksonville, Florida



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Executive Director
St. Luke's Hospital
Jacksonville, Florida



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*President—Blue Cross of
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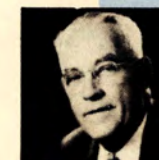
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Arcadia General Hospital
Archbold Memorial Hospital
Baptist Hospital
Bartow General Hospital
Bay Hospital
Belle Glade Memorial Hospital
Bradenton General Hospital
Brevard Hospital
Brewster Hospital
Centro Asturiano Hospital
Charlotte Hospital
Christian Hospital, Inc.
Coral Gables Hospital
Dade County Hospital
Doctors' Hospital (Coral Gables)
Durham Young Hospital
Duval Medical Center
East Coast Hospital
Edgewater Hospital
Enzor Brothers' Hospital
Escambia General Hospital
Everglades Memorial Hospital
Fernald-Laughton Hospital
Fish Memorial Hospital
Flagler Hospital
Florida A. & M. College Hospital
Florida Sanatorium & Hospital
Forsyth Memorial Hospital
Fort Pierce Memorial Hospital
Franklin County Hospital
Gadsden County Hospital
Gill Hospital and Clinic
Glendale Hospital
Good Samaritan Hospital
Halifax District Hospital
Hendry County Hospital
Hernando County Hospital
Hialeah Hospital
Holiday House
Hollywood Hospital
Hope Haven Hospital
Indian River Hospital
Jackson Hospital
Jackson Memorial Hospital (Dade City)
Jackson Memorial Hospital (Miami)
James Archer Smith Hospital
Joseph Halton Hospital
Kissimmee Hospital
Lake County Medical Center
Lake Shore Hospital
Lake Wales Hospital
Lakeside Hospital
Lee Memorial Hospital
Lily White Hospital
Lisenby Hospital, Inc.
Little-Griffin Hospital
Louisiana Raulerson Hospital

Madison County Memorial Hospital
Manatee Veterans' Memorial Hospital
Martin County Hospital
Mary Lawson Hospital
Mease Hospital
Memorial Hospital
Memorial Hospital of Bay County
Mercy Hospital (Miami)
Mercy Hospital (St. Petersburg)
Mid-Town Hospital
Monroe County Hospital
Morrell Memorial Hospital
Morton F. Plant Hospital
Mound Park Hospital
Mt. Sinai Hospital
Municipal Hospital of Port St. Joe
Munroe Memorial Hospital
Nassau General Hospital
North Broward General Hospital
North Broward Provident Hospital
North Shore Hospital
Orange Memorial Hospital
Osceola Hospital
Our Lady of Angels Hospital
Page-Fowler Private Hospital
Palmetto Medical Clinic
Pensacola Maternity Hospital
Pine Ridge Hospital
Riverside Hospital
Sacred Heart Hospital
St. Anthony's Hospital
St. Francis Hospital
St. Joseph's Hospital
St. Luke's Hospital
St. Mary's Hospital
St. Vincent's Hospital
Santa Rosa Hospital
Sarasota Municipal Hospital
South Florida Baptist Hospital
South Lake Memorial Hospital
South Sarasota Hospital
Strange's Hospital
Sunny South Hospital
Suwannee County Hospital
Tallahassee Memorial Hospital
Tampa Municipal Hospital
Tampa Municipal Negro Hospital
Tarpon Springs Hospital
Turberville Hospital
Variety Children's Hospital
Victoria Hospital
Walker Memorial Sanitarium & Hospital
Walton County Hospital
Ware County Hospital
Washington County Hospital
Wauchula Infirmary
Weems Hospital
West Orange Memorial Hospital
White-Wilson Clinic & Hospital
Winter Haven Hospital
Wuesthoff Memorial Hospital

Your Hospital and You

HOSPITALS are enlightened organizations dedicated to community service. The great majority are owned by religious or educational groups, and controlled by non-paid boards of directors. Their whole make-up is a pledge of service to the community. What then of their ability to provide this service . . . where are they to find the resources that will enable them to meet the ever increasing demand for more and better hospital care?

By present estimates, it costs \$20,000 to bring a new general hospital bed into existence, and \$6,000 to keep a hospital bed in service for one year. Can a more dynamic reason be found for having hospital bills paid?

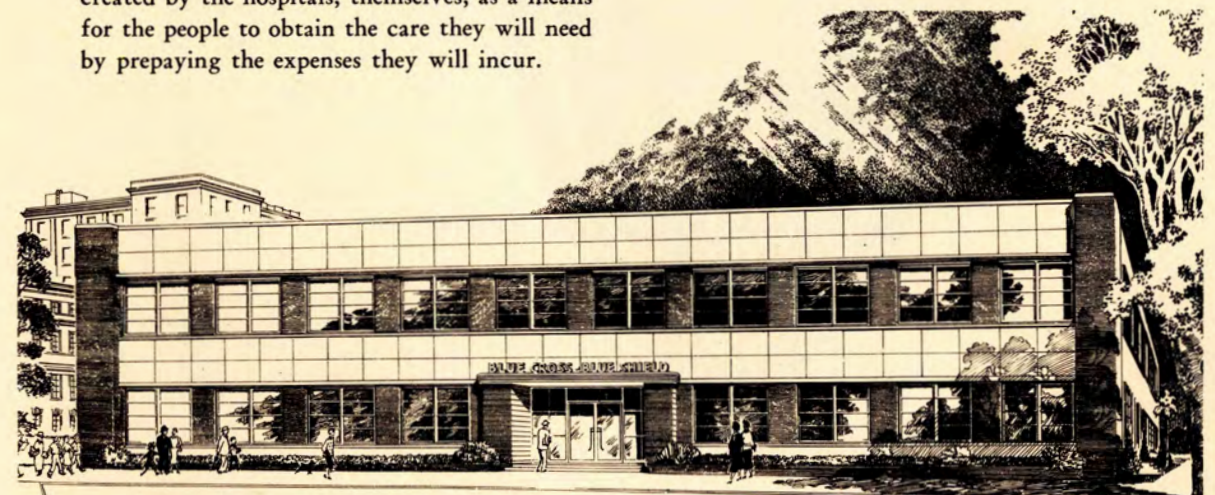
Balancing this established need for hospital funds is the community's ability or inability to pay their bills.

Ten years ago this month the hospitals of Florida started on the road to solving this problem by bridging the gap between their pledge to care for the sick, and their economic need to meet expenses. Blue Cross is that bridge, created by the hospitals, themselves, as a means for the people to obtain the care they will need by prepaying the expenses they will incur.

And so Blue Cross was to grow . . . a non-profit, hospital sponsored plan which measures its gain by the number of dollars paid out for hospital care. As the hospital is the people's organization, so is Blue Cross the people's plan for assuring themselves that they will have the proper hospital care when it is needed.

The future value of a public service, such as Blue Cross, depends on two major factors, efficient, economical functioning within the organization, and continuously wider coverage of the services rendered. These are elements which will permit furthering the degree and type of benefits which hospital patients may expect to receive.

Each member of the community—doctor, lawyer, clergyman, and farmer, as well as labor and management—plays an integral part in the complete community picture of hospital care when he subscribes to Blue Cross, for each contract signed places the community on a sounder basis for paying its hospital expenses.



Blue Cross Building dedicated to serve the people of Florida

Today's concept of the ideal pattern for living is to plan now for problems that may arise tomorrow. In line with this ever increasing trend, the doctors of Florida, in 1946, brought forth a program for prepaying surgical and obstetrical bills. This was the beginning of the Florida Blue Shield Plan.

Like its counterpart, Blue Cross, which provides a prepayment system for hospital care, Blue Shield is a non-profit organization whose very existence rests on community service and whose growth depends on community support.

In the eight years of its existence, Blue Shield has kept pace with medical progress by expanding its coverage to include a wider range of benefits for surgery as well as in-hospital medical care.

Today more than 2,700 member doctors of Blue Shield throughout the state join the community at large in applauding an enrollment of over 375,000 subscribers.



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